PIONEER WEEKEND

GRINNELL COLLEGE

grin & go

Virginia Oliver
Daria Haynie
Raahim Sodha
Syed Muhammad
Boris Khesin

Imagine This...

So What?

Your Brain Is Always “On”

Synaptic Function:
Affects Your Learning

You Are What You Eat

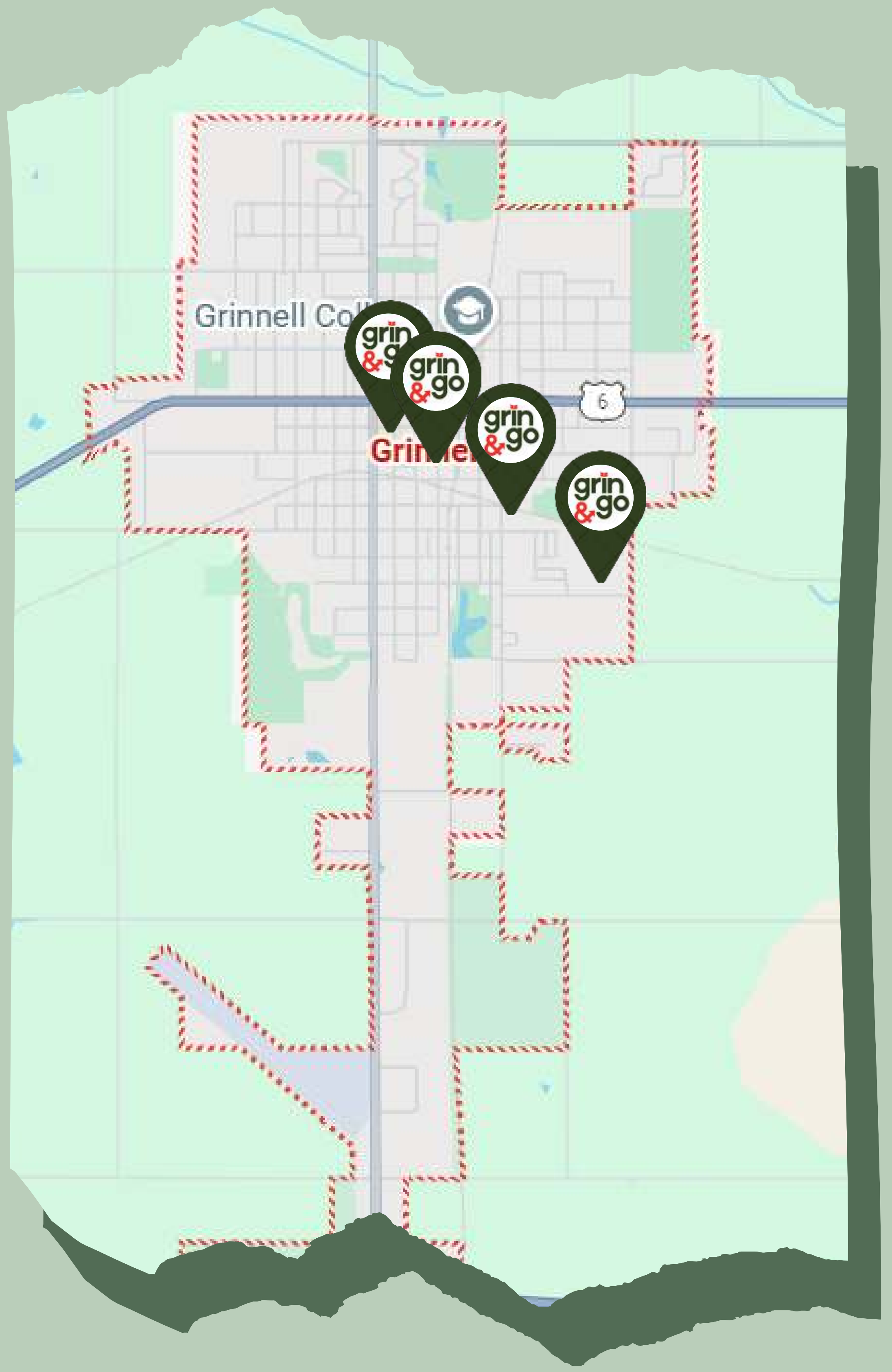
Our Solution: Grin & Go

Refrigerated vending machines stocked with fresh, nutritious, meal-prepped food, placed in key locations.

- Restocked every 3 days
- Foods like overnight oats, jar noodles, soups, dumplings, salads.
- 24/7 access to real, comforting, nutritious food
- Payment: P-card dining dollars, credit, debit.
- Smart vending with camera system inside

"FEEDING GRINNELL, FUELED BY GRINNELL"

Working With & Within The Community



grin & go

GRINNELL FARM TO TABLE

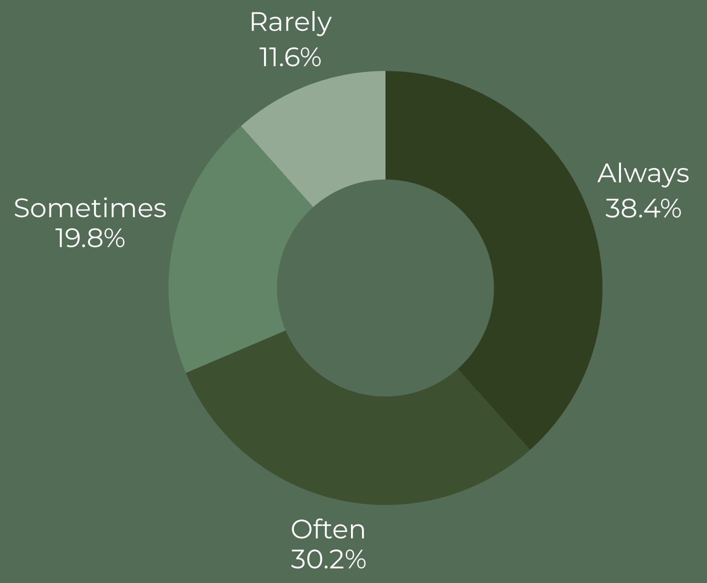
McNALLY'S FOODS
Grocery - Organics - Meats - Deli - Spirits

est.2023
El Cascabel

CHUONG GARDEN
張家園
CHINESE RESTAURANT
Authentic Chinese Cuisine

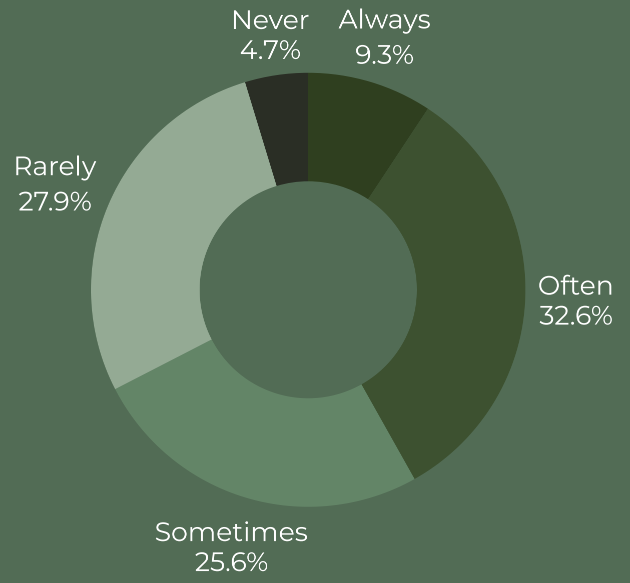
- Partnering with local businesses and restaurants:
- Chuong's Garden Inn, El Cascabel, McNally's, Grinnell Farm-to-Table
- Local businesses provide food; Grin&Go provides outreach

Demand



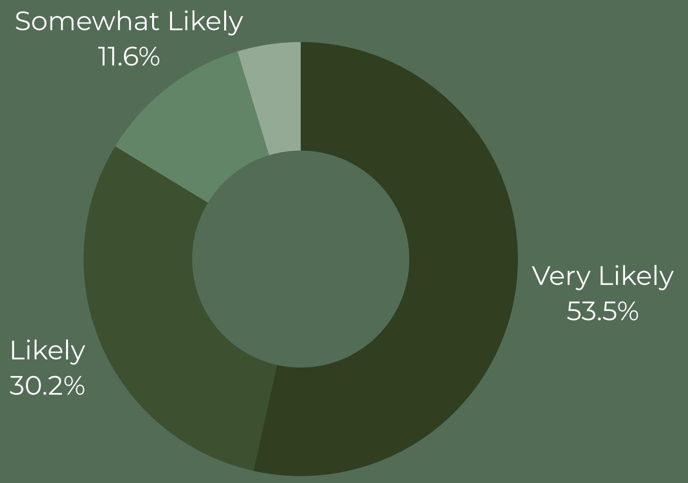
68.6%

of students reported often or always being hungry between classes or while studying and working late at night.



67.5%

of students reported having to miss meals due to not having time to eat.



83.7%

of students reported they would be likely to utilize a Grin&Go service.

- We surveyed ~3% of the student body; all class years.
- 74.4% were sophomores, 14% were freshmen.

Supply

No Extra Production Cost (Pilot Project)

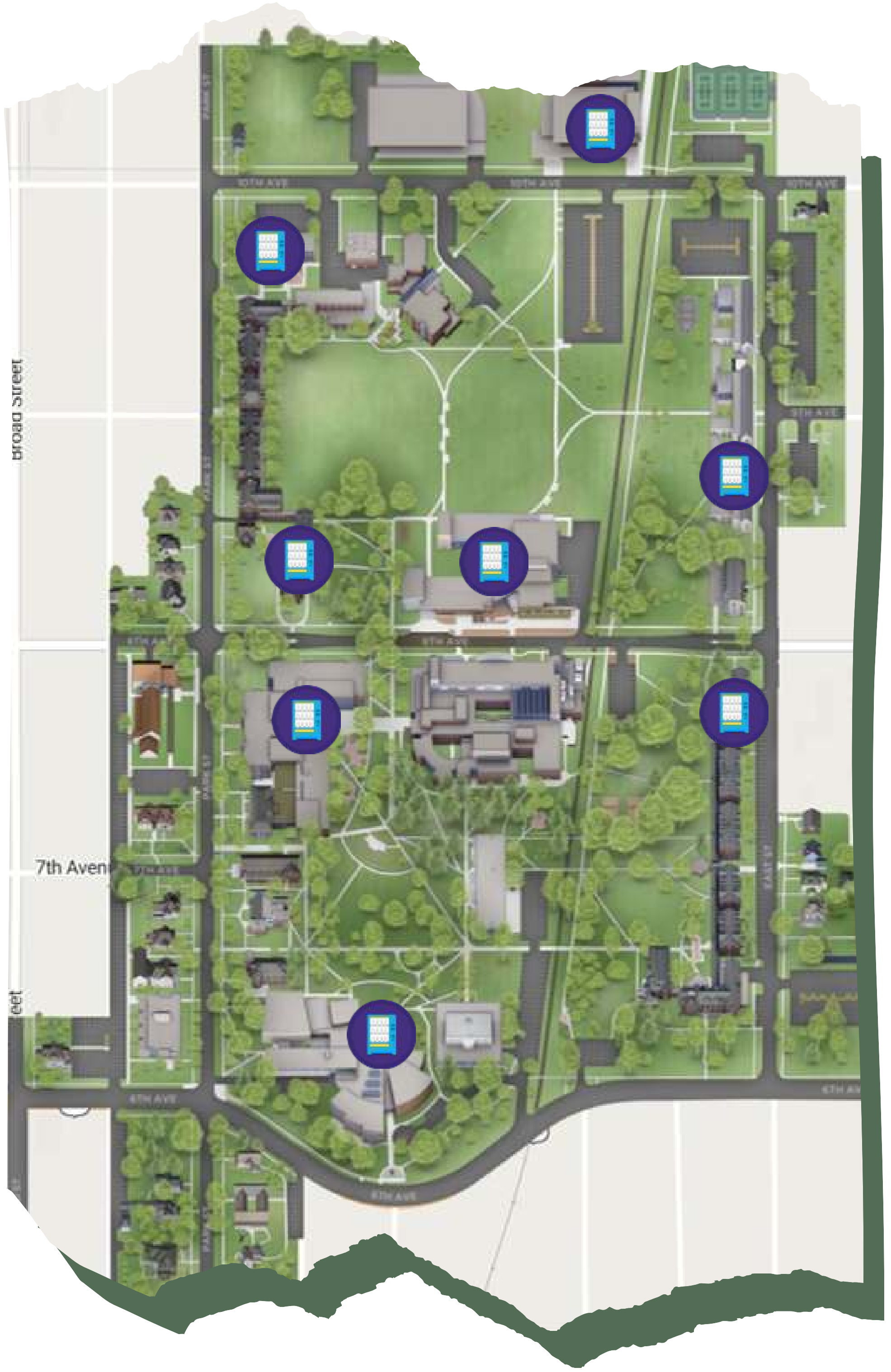
- Machines stocked with food made from Spencer Grill and Global Cafe.
- Ingredients sourced from local farmers and businesses; community outreach and lower cost.

"$0 Food Cost for Pilot Project"

Grin & Go: Pilot Project

Stage 1: One vending machine in the JRC.
Filled with food from Spencer Grill & Global Cafe

Stage 2: 8 machines: HSSC, JRC, Bucksbaum, Loose, Kershaw, Younker, Norris, and the Bear.



Stage 3: All machines filled with food from Spencer Grill, Global Cafe, and local restaurants like Chuong's or McNally's.

Financials & Funding: How Much Will We Need?

Stage 1 – Pilot Project
Funding needed: ~$5,000 (1 machine placed at the JRC)
Labor: Minimal (Dining Services Student Workers)

Stage 2 – Campus Expansion
Funding needed: ~$35,000 (+7 machines)
Labor: 10 student workers ~$25,000/year
Food costs: ~$100,000 annually

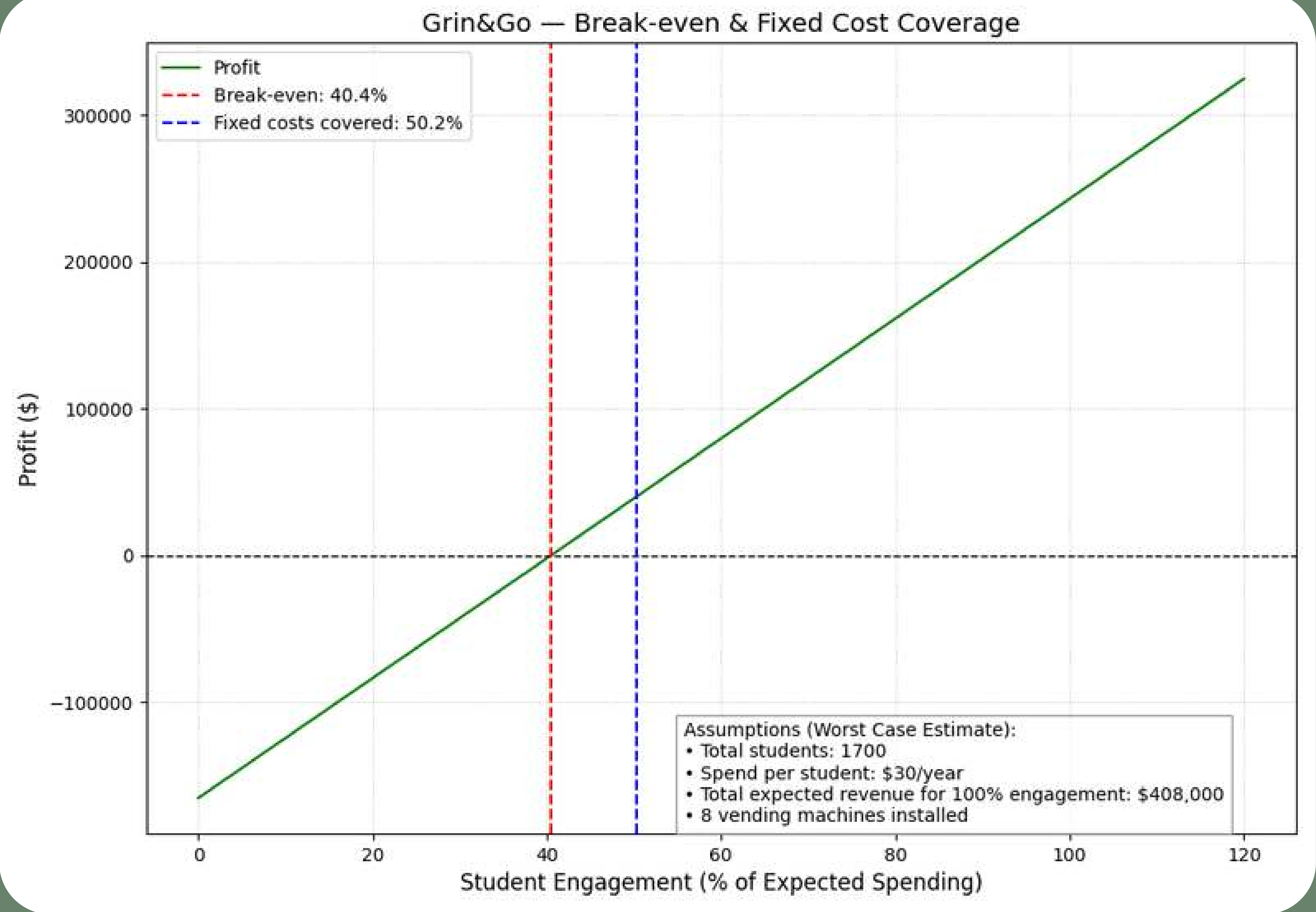
- Projected revenue: $240,000
- Projected profit: $60,000

Stage 3 – Local Business Integration
Funding needed: Covered by profits
Labor: 10 student workers ~$25,000/year
Food costs: ~$100,000 annually + ~$30,000 spent on local food

- Projected revenue: $240,000+
- Projected profit: $60,000+

"Break-even and profit achieved within first year"

Financials & Funding: How Much Will We Make?



650

students will have to utilize Grin&Go for it to break even. According to the survey this number will be much higher.

$30/month

Needs to be spent on average by a student to break even

$110,000

Is the annual profit if the projected numbers from the survey are correct.

The Key Takeaway Is...

Questions & Further Reading

scan me!